

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	: 10/805,870	Confirmation No.	1784
Applicant	: Eric B. Watson, et al.		
Filed	: 03/22/2004		
Title	: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	: 3688		
Examiner	: Darnell A. Pouncil		
Docket No.	: MFCP.140316		
Customer No.	: 45809		

VIA EFS – September 9, 2010

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. § 1.111

The present communication is submitted in response to the Examiner's remarks in the Non-Final Office Action mailed June 9, 2010, the three-month statutory period for response to which expires on September 9, 2010. In response to the Non-Final Office Action, please consider the following:

Amendments to the Claims: are reflected in the Listing of Claims that begins on page 2 of this paper.

Remarks: begin on page 10 of this paper.